

UNION BANK OF CANADA

**With Cash in the Bank
You Can Buy to
Advantage**

You know how everything costs more when you have to buy on credit. Why not open a Savings Account in the Union Bank of Canada, and, with the money in hand, buy at cash price? The discounts will help to swell your bank balance and you will have made a good start towards financial independence.

CLARESHOLM BRANCH

W. R. SHANKS, Manager,

Branch also at Barons.

CLARESHOLM CAFE

MEALS AT ALL HOURS

Open to the Public Day and Night
and have for sale
*Tobaccos, Confectionary and Groceries also
Rooms to Rent.*

Give us a trial and that will be all we will ask.

HONG SANG, Prop.

ASK FOR FIVE ROSES FLOUR

The World's Best



Send for Five Roses Cook Book

COUPOON
Wives, Mothers and Daughters
Don't forget to receive Ten Cents
each month.

NAME _____
ADDRESS _____
NAME OF DEALER _____

Address your Envelope to LAKE OF THE WOODS MILLING CO. LIMITED, WINNIPEG

Illustrating—Clare

J. M. SOBY A. HUTTON

The Rex Theatre

Open every night from 8 till 10:30 o'clock, and shows the same pictures that are shown in the larger cities of Canada and the United States. Nearly every week a special feature is shown. Every week a comedy. Come and you will get your money's worth. If the show pleases you, tell others, if not tell us.

Adults 25 Cents Children 15 Cents

CANADIAN WOOLLENS

Discrimination Against Home Made Cloths—A Misguided Policy

A few weeks ago the "Journal of Commerce" of Montreal, of which Mr. W. S. Fielding, the late Minister of Finance, is editor, spoke so firmly in support of domestic woolen fabrics:

"A common complaint among textile manufacturers and agents in this country is the very apparent preference in favor of foreign fabrics or articles. In particular those who make fabrics necessarily prior to their production by domestic manufacturers. This idea has been caught by a few in the trade who are interested in selling foreign goods, but no one can seriously believe that fabrics manufactured in many of our mills place any credence on such tales. Still, the fact remains that our mills are compelled to recompute it in considering the competition of foreign textile manufacturers."

"The fallacy was fostered years ago by the old tailors and clothiers of England, who practically all the woollens and worsteds imported were of a distinctly higher than average type, owing to the fact that the medium and low grade fabrics now coming into the country could not be sold profitably at the prices at which they assist in securing the unscrupulous importers. Some jokers or merchant tailors placed foreign tickets on much of the better grade of their purchases from domestic sources; there by convincing in the minds of the ultimate consumers the impression that all of the high grade fabrics were of foreign origin.

"Comparison of fabrics from the standpoint of intrinsic worth, perfection of manufacture, style, color and finish, will convince any unbiased manufacturer that the domestic manufacturer has made wonderful strides in the development of the industry, that Canadian woollen and worsted mills are as well equipped as those in any other country and are no less progressive. It is true that up to date the market for the products of the Canadian woollen and worsted mills is probably still held as for foreign manufacture. The custom still exists to mark Canadian goods as foreign, when merchants feel indignant when the foreigner can sell his goods at much of the same price on their shelves as domestic made. These same merchants are the ones who should lead the movement to break down this prejudice. It is working against their interests. In most cases, however, it is surely a question that deserves serious attention from both merchants and manufacturers, and should be dealt with accordingly."

While written before the war, the above statement is of special interest at the present time. Most of the foreign sources of supply of woollen goods are close to Canada today. Canadians will, therefore, be forced to purchase the product of the domestic factories during the next few months at all rates. These articles will be a welcome addition to the household, and will convince the most skeptical that what is made in Canada is equal value for value, to anything that can be produced abroad.

MANUFACTURERS AND CONSUMERS

An Excellent Statement—How the War Strengthens the "Made-in-Canada" Appeal

Under the heading, "Buy Canadian Goods," a well known Canadian periodical has the following sane and well worded appeal in a recent issue:

This is no longer a commercial appeal. It is a patriotic cry, a patriotic demand with industrial and national patriotism. We must furnish Britain and our friends at war with food and supplies. More land should be brought under cultivation, and part of our urban population transferred to the country to bring more land into the soil. The money received for our products will go far to provide for our necessities and, if wisely circulated in our own country, will alleviate distress from unemployment.

It is our duty to do our best to help our farmers. Keep our factories in operation, provide work, maintain credit and retain money. It is the duty of Canadian citizens to spend every possible dollar at home during the war. Foreign goods indirectly helps the enemies of Britain, because each nation weakens ourselves. Campaigns should be organized by the citizens

to keep consumers to support our local press, public officials and charitable organizations.

While our fellow countrymen fight in Europe, let us fight at home to widen the sources of our national wealth so that they may strengthen us in the need. As that stands, the Canadian people, especially the courageous Germans, are a race of ships in the North Sea. Their endurance is strong, but only begins.

The end is strangled in uncertainty.

While our fellow countrymen fight in Europe, let us fight at home to widen the sources of our national wealth so that they may strengthen us in the need. As that stands,

the courageous Germans are a race of ships in the North Sea. Their endurance is strong, but only begins.

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Grates are extra durable. Coal grate is duplex. Wood grate is the most modern type.

**McClary's
Kootenay
Range** will take extra large pieces of wood--just remove back end lining. Ask the McClary dealer to show you.
MADE IN CANADA
Sold by W. M. ROSS



Xmas Gift

There is nothing he you can think of give your friend, who enjoys a good Xmas, than one of boxes of Cigars. We have line of Cigars and Tobacco which are always Fresh to the minute.

We Solicit a share Christmas packages.

**WILTON HOTEL TOBACCO ST.
J. A. MITCHELL, PROP.**

FARMERS TAKE NOTI

Insure your buildings, contents, live stock, ments and produce in The Wawanesa Farmer's Fire Insurance Company, rates \$1.10 per \$100.00 for 3 years, not accepted as cash company is perfectly reliable and its policies are adapted to farm insurance than any other.

THOS. BERNARD, Sole Agent:

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CALGARY, /

TO MY FRIEND AND PATRONS

I will sell all Ladies and Children shoes at Reduced price
order to clear out my whole stock.

If you need a good tailor or
suit I will take your measure
guarantee to fit you.

CARL J. BRARE

To encourage home industries is a good policy at all times, but should be acted upon at this trying period for self-preservation and we strongly suggest that you co-operate with your local manufacturers and help them by buying their goods. Encourage your sons to educate the public to buy Canadian products, thereby giving employment to Canadians who, at this particular time, are so much in need of earning a living.

FORCED UNLOADING CLOTHING SALE

G. J. BRAREN

Places his \$15,000 Stock in the hands of Nelles & Co. Merchandise Adjusters, to sell at least half of it in 15 Days, regardless of Loss or Profit. Mr. Braren has given us a free hand in the selling of this stock and if prices will sell the goods, we will do it. Never have the People of Claresholm and Vicinity had such a chance at this Season of the Year, to buy High Class Clothing, Boots and Shoes and Men's Furnishings at Actual Wholesale Cost. The prevailing stagnation of business through the country, and having bought too much stock, forces Mr. Braren to take this means of getting the Cash and getting it Quick. Mr. Man, you want a new suit before Xmas, See Us! We have it at prices that will open your eyes.

JUST A FEW OF THE MANY BARGAINS

Men's Suits

Men's Single Breasted Suit, 32 to 36, 20 in back, 10 in front, 20 in waist, 30 in pants, Nelle's & Co.'s price.....	\$18.95
Well-made Suit Dress Coat, At the waist, 20 in back, 10 in front, Nelle's & Co.'s price.....	\$13.95
Men's Double Breasted Suit, 32 to 36, 20 in back, 10 in front, 20 in waist, 30 in pants, Nelle's & Co.'s price.....	\$18.50
Men's Double Breasted Suit, 32 to 36, 20 in back, 10 in front, 20 in waist, 30 in pants, Nelle's & Co.'s price.....	\$17.75
Men's Double Breasted Suit, 32 to 36, 20 in back, 10 in front, 20 in waist, 30 in pants, Nelle's & Co.'s price.....	\$20.75

Men's Double Breasted Suit, 32 to 36, 20 in back, 10 in front, 20 in waist, 30 in pants, Nelle's & Co.'s price.....	\$22.75
Men's Double Breasted Suit, 32 to 36, 20 in back, 10 in front, 20 in waist, 30 in pants, Nelle's & Co.'s price.....	\$10.95
Men's Double Breasted Suit, 32 to 36, 20 in back, 10 in front, 20 in waist, 30 in pants, Nelle's & Co.'s price.....	\$18.75

MEN'S OVERCOATS

Men's Street Coat, Made Black Beaver and Fur, the same as our regular overcoat, Nelle's & Co.'s price.....	\$11.25
Men's Blue Millet Cloth, lined outer coat, Nelle's & Co.'s price.....	\$14.75
Men's Blue Millet Cloth, Tasseled, Nelle's & Co.'s price.....	\$18.75
Men's Blue Millet Cloth, Tasseled, Nelle's & Co.'s price.....	\$18.75

BOYS' OVERCOATS

We will give you an choice of any Boy's Overcoat in our store, as they all come in during this sale for about HALF PRICE.	
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BOYS' SUITS

Boys' Suits size 32 to 36, long pants made for the school and college boys, Nelle's & Co.'s price.....	\$9.45
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We have 100 suits of Boys' Suits, Bloomers, good selected, and Sunday suits which we will sell at ACTUAL COST.	
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MEN'S OVERCOATS FOR COLLARS

Men's Black Beaver Fur Collar, Rubber lined, the same as our regular overcoat, Nelle's & Co.'s price.....	\$19.45
Men's Black Beaver cloth, German Outer collar, Plush inside, Rubber lined, Nelle's & Co.'s price.....	\$18.75
Men's Siberian and Russian Lamb Fur collar, just the easiest for driving. Why buy old when you have room to go about in style. Nelle's & Co.'s price.....	\$17.95
Men's Furred Black Beaver Shell overcoat, German outer collar, A fine dress coat, Regular \$40.00, Nelle's & Co.'s price.....	\$32.50

BOY'S SHEEP LINED COATS

Boys' Sheep-lined coat, 32 to 36, long coat, Just the right for running and driving, Nelle's & Co.'s price.....	\$13.50
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Men's Odd Pants

We have about 20 pair of Men's Odd Pants. You can have your choice of any pair at ONE THIRD of the Regular price. Get Wise.	
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MEN'S WORK SHIRTS

Work shirt, 20 in back, 10 in front, that we all use.....	50c
About 20 in back, 10 in front, Nelle's & Co.'s price.....	70c
Up to \$125. Take your pick for a good shirt.	

MEN'S DRESS SHIRTS

Regular \$1.25, Men's Dress Shirts.....	95c.
Regular \$1.50, Men's Dress Shirts.....	1.10
Regular \$1.75, Men's Dress Shirts.....	1.25
Regular \$2.00, Men's Dress Shirts.....	1.45

MEN'S SWEATERS

Regular \$1.50, Nelle's & Co.'s price.....	2.65
Regular \$1.50, Nelle's & Co.'s price.....	3.45
Regular \$2.00, Nelle's & Co.'s price.....	3.75

MEN'S UNDERWEAR

Regular \$1.50, Household wear, mixed Underwear, Stanfield's make, Nelle's & Co.'s price.....	1.15
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MEN'S COMBINATION UNDERWEAR

Reg. \$1.50, Combination Men's Underwear, Nelle's & Co.'s price.....	50c
Up to \$1.50, Combination Men's Underwear, Nelle's & Co.'s price.....	75c
Up to \$1.50, Combination Men's Underwear, Nelle's & Co.'s price.....	90c

MEN'S FINE SOCKS

Reg. \$1.50, Men's Fine Socks, in the Regular way for 25c. Nelle's & Co.'s price.....	20c
Up to \$1.50, Men's Fine Socks, in the Regular way for 30c. Nelle's & Co.'s price.....	25c
Up to \$1.50, Men's Fine Socks, in the Regular way for 35c. Nelle's & Co.'s price.....	40c

MEN'S SOX

Men's House Gray Wool Socks, in the Regular way for 25c. Nelle's & Co.'s price.....	20c
Up to \$1.50, Men's House Gray Wool Socks, in the Regular way for 30c. Nelle's & Co.'s price.....	25c
Up to \$1.50, Men's House Gray Wool Socks, in the Regular way for 35c. Nelle's & Co.'s price.....	40c

FELT SHOES

READ THIS, we will give you any pair of shoes you want in our store. Men's, Women's and Children's for just half price. During this sale you beat it.	
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LADIES' DRESS SHOES

We are sing out on the store of Ladies', Misses' and Children's shoes as we do not intend to carry any ladies' goods in the future. Nelle's & Co. will sell them at Wholesale Prices.	
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READ, REALIZE AND PROFIT

Look for the Big Red Sign.

Every Dollars Worth of Goods

In the Store Marked in Plain

Figures on White Tags.

**NELLES & CO., Merchandise Adjusters
Selling The Stock of**

**G. J. BRAREN, Claresholm, Alta.
FOR 15 DAYS.**

There are numerous other U.S. that space will not allow. As to Mention, such as Overalls, Smocks, Long Coats, Ties, Band-circles and Suspender, but you will find the Entire Stock of your Money for 15 Days. We have but one aim. Get the Money, and get it Quick.